

Curriculum Information Record for a Major/Degree

School of Creative Media

Effective from Semester A 2020/21

For Students Admitted/Changed to the Major with Catalogue Term Semester A 2018/19 and thereafter (2018 Cohort and thereafter)

The information provided on this form is the official record of the major/degree. It will be used for City University's database, various City University publications (including websites) and documentation for students and others as required.

In specifying the curriculum for a major/degree, "catalogue term" is used to determine the set of curriculum requirements that a student is following. By mapping the student record and the version of curriculum rules applicable, the graduation requirements of individual students will be evaluated accordingly. The catalogue terms of curriculum requirements that students will follow are summarized below (BUS/04/A5R):

<u>Requirements</u>	<u>Catalogue Term</u>
a) Common Requirements <ul style="list-style-type: none"> • Gateway Education • University Language • College/School requirement 	The same as student's admission term
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b) Major <ul style="list-style-type: none"> • For normative 4-year degree students who will join the majors allocation exercise • For advanced standing students and 4-year degree students who already have a major at the time of admission • For students who have changed major 	Effective term of the declared major The same as student's admission term Effective term of the changed major
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c) Stream	Follow the effective term of the associated major

Prepared / Last Updated by

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City University of Hong Kong

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Effective from Semester A 2020/21

For Students Admitted/Changed to the Major with Catalogue Term

Semester A 2018/19 and thereafter

(2018 Cohort and thereafter)

Part I Major/Degree Overview

Major (in English) : New Media
(in Chinese) : 新媒體

Degree (in English) : Bachelor of Arts and Science
(in Chinese) : 文理學士

Award Title[#] (in English) : Bachelor of Arts and Science in New Media
(in Chinese) : 文理學士 (新媒體)

Please make reference to the “Guidelines on Award Titles” approved by the Senate when proposing new award titles or changes to existing award titles (Senate/86/A5R).

1. Normal and Maximum Period of Study

	Normative 4-year Degree	Advanced Standing I (Note 1)	Advanced Standing II (Senior-year Entry) (Note 2)
Normal period of study	4 years	3 years	2 years
Maximum period of study	8 years	6 years	5 years

Note 1: For students with recognised Advanced Level Examination or equivalent qualifications.

Note 2: For Associate Degree/Higher Diploma graduates admitted to the senior year.

2. Minimum Number of Credit Units Required for the Award and Maximum Number of Credit Units Permitted

Degree Requirements	Normative 4-year Degree	Advanced Standing I	Advanced Standing II (Senior-year Entry)
Gateway Education requirement *	30 credit units	21 credit units	12 credit units
College/School requirement *	15 credit units	15 credit units	9 credit units
Major requirement	57 credit units (Core: 18 Art & Science Studio: 18 Elective: 21)	57 credit units (Core: 18 Art & Science Studio: 18 Elective: 21)	48 credit units (Core: 18 Art & Science Studio: 18 Elective: 12)
Free electives / Minor (if applicable)	18 credit units	-	-
Minimum number of credit units required for the award	120 credit units	93 credit units	69 credit units

Maximum number of credit units permitted	144 credit units	114 credit units	84 credit units
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* For details, please refer to the Curriculum Information Record for Common Requirements.

3. Aims of Major

This major aims to nurture graduates with creative skills in the field of new media art. The definition of new media art adopted here includes two features. First of all, “new media” is defined to include any practice that uses computation and/or electronics, such as for instance software/generative art, robotic art, or physical computing. In this context, “new media” is distinguished from “creative media” insofar as the latter involves the use of pre-existing digital tools such as software packages, whereas new media involves the creation of one’s own resources. For instance, a filmmaker or video artist who uses existing editing software is not, by this definition, a new media artist. The emphasis lies on taking a standpoint towards computational and electronic resources as artistic media that have to be mastered.

In line with this definition, the BAS major encourages students to take an unorthodox look at the traditional concepts of art media and contexts. In the process of using the latest digital technologies for creative purposes, students learn to treat technology as an artistic medium, generating this learning in a progressive, interdisciplinary context.

The second aspect of new media art emphasizes a strong transdisciplinarity. It is not restricted to the two disciplines of Creative Media and Computer Science. Instead, the BAS draws on a variety of fields, including biology, chemistry, physics, mathematics, computer sciences, robotics, humanities, and social science. Students will be able to explore beyond the traditional settings of academic majors. The aim of the BAS is to train creative practitioners who work across disciplines, engaging in practical collaboration with scientists, drawing on concepts and methods from the sciences in their creative projects, and communicating scientific ideas to the general public.

Note 1: For students with recognised Advanced Level Examination or equivalent qualifications.

Note 2: For Associate Degree/Higher Diploma graduates admitted to the senior year.

The BAS courses will combine fundamental principles of digital creation with scientific inquiry, technological innovation, social responsibility, and a palette of media and research skills.

As the Major integrates the strengths of existing SCM majors, while also introducing new teaching and learning partnerships with other City University departments, students have an opportunity to select a more flexible path of study that combines previously distinct disciplines, allowing for a more valuable education that can respond to the rapid pace of change the creative industries naturally face.

By emphasizing both the acquisition of scientific knowledge, technical proficiency as well as artistic and personal growth, the Major encourages students to develop and extend their creative potential and capacity to imagine, facilitating the development of a cultural identity and sharpen their understanding of the broader social environment.

4. Intended Learning Outcomes of Major (MILOs)

(Please state what the student is expected to be able to do on completion of the major according to a given standard of performance.)

Upon successful completion of this major, students should be able to:

No.	MILOs	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
		A1	A2	A3
1.	Formulate their focus for artistic/professional development within a range of clearly articulated expertise.		x	x
2.	Conceptualize the interdisciplinary relationships between the media professions and the sciences, as well as other relevant professions and fields of study.	x	x	
3.	Participate in scientific research projects, working together with scientists in a collaborative environment.	x	x	
4.	Use scientific principles to produce and reflect on their work.		x	x
5.	Act as a culturally-sensitive and socially responsible media art professional.	x	x	x
6.	Command a rich language in describing and theorizing the type of creative work they are doing.	x	x	
7.	Reflect on the future of new media creativity, using their own interdisciplinary creative projects as illustrations.	x	x	x
8.	Use a research-oriented approach that employs experimentation, innovation, and cross-disciplinary work.		x	x
9.	Communicate learning achievements (1) through (8) with a coherent and well reasoned Graduation Thesis.	x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishments of discovery/innovation/creativity through producing/constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Part II Major Requirement

[57 credit units for Normative 4-year Degree and Advanced Standing I]

[48 credit units for Advanced Standing II]

(The catalogue term of the major requirement that students will follow will be the effective term of the declared/allocated major.)

For normative 4-year degree students who will join the majors allocation exercise, the catalogue term of major requirement will be one year after admission.

For advanced standing students and 4-year degree students who already have a major at the time of admission, the catalogue term of major requirement will be the same as their admission term.)

1. Core Courses

(18 credit units for Normative 4-year Degree, Advanced Standing I and II)

Normative 4-year Degree, Advanced Standing I and II: 18 credit units				
Course Code	Course Title	Level	Credit Units	Remarks
SM2704	Creative Media Studio II	B2	6	
SM2706	Critical Theory and Socially Engaged Practices	B2	3	
SM2715	Creative Coding	B2	3	
SM2716	Physical Computing and Tangible Media	B2	3	
SM3801	Understanding Data	B3	3	

2. Art and Science Studios

(18 credit units for Normative 4-year Degree, Advanced Standing I and II)

Choose three from the following courses. Extra course credits earned from the Art and Science Studio courses will be counted towards fulfillment of Major Electives.

Normative 4-year Degree, Advanced Standing I and II: 18 credit units				
Course Code	Course Title	Level	Credit Units	Remarks
SM3803	Generative Coding Studio	B3	6	
SM3804	Materials and Fabrication Studio	B3	6	
SM3805	Imaging Science Studio	B3	6	
SM3806	Special Topics in Art and Science Studio I	B3	6	
SM3807	Machine Learning and Robotics Studio	B3	6	
SM3808	Special Topics in Art and Science Studio II	B3	6	

3. Major Electives

(21 credit units for Normative 4-year Degree)

(21 credit units for Advanced Standing I)

(12 credit units for Advanced Standing II)

Students may take more art / science electives or to focus on another area of artistic practice, e.g., video, photography, game design, animation, installation, sound, etc. The elective pools for BAS and BACM are divided into six clusters. This “cluster” model of elective offerings provides courses which prepare

students to engage in related issues in greater depth, while also encouraging them to think and work across disciplinary and professional boundaries. The six clusters are:

1. Animation
2. Cinema & Photography
3. Critical Theory & Practices
4. Game & Playable Media
5. New Media
6. Sound

Please see [Part VI Curriculum Map](#) for the list of BAS electives.

Part III Admission Requirements for Entry to the Major, if any

(Admission requirements here refers to specific requirements for students already admitted to the College/School/Department with an undeclared major. Academic units can state the prerequisites required for admission to the major.)

Nil

Part IV Accreditation by Professional / Statutory Bodies

Nil

Part V Additional Information

BAS students are required to complete **at least one Art and Science Studio** before taking SM4712C Graduation Thesis (GT) / Project.

Part VI Curriculum Map

(The curriculum map shows the mapping between courses and the MILOs. It should cover all courses designed specifically for the major.)

Course			MILOs (please tick where appropriate)									DEC (please tick where appropriate)		
Code	Title	Credit	M1	M2	M3	M4	M5	M6	M7	M8	M9	A1	A2	A3
Mandatory School-Specified Courses offered by the Submitting Academic Unit														
SM1103A	Introduction to Media Computing	3	x	x		x			x			x	x	x
SM1701	Contemporary and New Media Art	3	x	x			x	x		x			x	x
School Requirements offered by the Submitting Academic Unit														
SM1702	Creative Media Studio I	6	x	x	x		x					x		x
SM2702	Interdisciplinary Practices in Art, Science and the Humanities	3		x	x		x					x	x	
SM2703	Creative Media Colloquium	0	x	x			x					x		
SM4712C	Graduation Thesis / Project	6				x			x	x	x			
Major Core Courses offered by the Submitting Academic Unit														
SM2704	Creative Media Studio II	6	x		x	x	x			x			x	x
SM2706	Critical Theory & Socially Engaged Practices	3					x	x		x		x		x
SM2715	Creative Coding	3	x	x	x	x			x	x			x	x
SM2716	Physical Computing and Tangible Media	3	x	x	x	x			x	x			x	x
SM3801	Understanding Data	3	x	x		x				x		x	x	x
Art and Science Studio Courses offered by the Submitting Academic Unit														
SM3803	Generative Coding Studio	6	x	x		x			x	x		x	x	x
SM3804	Materials and Fabrication Studio	6	x	x	x	x			x	x		x	x	x
SM3805	Imaging Science Studio	6	x	x	x	x	x		x	x		x	x	x
SM3806	Special Topics in Art and Science Studio I	6	x	x	x	x			x	x		x	x	x
SM3807	Machine Learning and Robotics Studio	6	x	x	x	x			x	x		x	x	x
SM3808	Special Topics in Art and Science Studio II	6	x	x	x	x			x	x		x	x	x
Major Elective Courses offered by the Submitting Academic Unit														
Group 1 Animation														
SM2228	Understanding Animation	3	x	x			x	x	x	x		x	x	
SM2231	3D Animation I – Basic	3	x					x	x				x	x
SM2277	Life Drawing	3	x					x					x	x
SM2278	Web Animation	3	x					x	x				x	x
SM2288	Independent Animation Project	3	x	x		x	x	x	x	x			x	x
SM2713	2D Animation I – Basic	3	x					x	x				x	x
SM2714	Fundamentals of Animation	3	x					x	x				x	x

Course			MILOs (please tick where appropriate)									DEC (please tick where appropriate)		
Code	Title	Credit	M1	M2	M3	M4	M5	M6	M7	M8	M9	A1	A2	A3
SM2717	Abstract and Experimental Animation	3	x					x	x				x	x
SM3122	Computer Programming for Animators	3	x										x	x
SM3146	2D Animation II – Intermediate	3	x					x	x				x	x
SM3605	3D Contents Production in Maya	3	x										x	x
SM3701	Digital Composition	3	x										x	x
SM3717	Special Topics in Animation	3	x	x			x	x	x	x	x		x	x
SM3731	3D Animation II - Intermediate	3	x						x				x	x
SM4123	Procedural Animation	3	x					x	x				x	x
SM4124	Character Animation	3	x										x	x
SM4125	Computer Animation for Interactive Content	3	x										x	x
SM4128	Digital Lighting and Texturing	3	x										x	x
SM4129	Digital Visual Effects	3	x										x	x
SM4709	Internship & Practicum	3	x					x						x
SM4711	Industry Internship	3	x					x						x
Group 2 Cinema & Photography														
SM1013	Introduction to Photography	3	x					x					x	x
SM1201	Studio Photography	3	x										x	x
SM1211	Black and White Photography	3	x					x	x				x	x
SM2002	The Art of Editing	3	x	x				x	x				x	x
SM2211	Cinematography	3	x	x			x	x	x	x			x	x
SM2218	Art Photography	3	x					x	x			x	x	x
SM2235	Alternative Process in Photography	3	x					x	x			x	x	x
SM2253	Digital Photography	3	x					x					x	x
SM2262	Producing and Production Management	3	x					x					x	x
SM2266	Graphic Communication	3	x					x					x	x
SM2267	Image and Object: Beyond Photography	3	x				x	x		x			x	x
SM2268	Expanded Photography	3	x					x	x			x	x	x
SM2272	Cinematography II	3	x	x			x	x	x	x			x	x
SM2274	History of Cinema	3	x	x			x	x		x		x	x	
SM2283	Documentary Photography	3	x				x	x					x	x
SM2286	Special Topics in Photography & Digital Imaging	3	x	x		x	x	x	x	x		x	x	x
SM2719	Documentary I	3	x	x			x	x	x	x			x	x

Course			MILOs (please tick where appropriate)									DEC (please tick where appropriate)		
Code	Title	Credit	M1	M2	M3	M4	M5	M6	M7	M8	M9	A1	A2	A3
SM2720	Black and White Photography	3	x					x	x				x	x
SM3115	Chinese Scriptwriting	6	x					x					x	x
SM3131	Art Direction	3	x					x					x	x
SM3161	Concepts in Film Theory	3	x	x			x		x	x		x	x	
SM3719	Special Topics in Cinematic Arts	3	x	x			x	x	x	x	x	x	x	
SM3721	Theories of Photography & Imaging	3	x	x			x	x	x	x	x	x	x	
SM3734	Art Photography	3	x					x	x			x	x	x
SM2735	Alternative Process in Photography	3	x					x	x			x	x	x
SM3736	Image and Object: Beyond Photography	3	x				x	x		x			x	x
SM3737	Expanded Photography	3	x					x	x			x	x	x
SM3739	Documentary Photography	3	x				x	x					x	x
SM3740	Special Topics in Photography & Digital Imaging	3	x	x		x	x	x	x	x		x	x	x
SM4121	Directing for Hong Kong Cinema	6	x					x					x	x
SM4154	Screen Acting Workshop	3	x					x					x	x
SM4709	Internship & Practicum	3	x					x						x
SM4711	Industry Internship	3	x					x						x
SM4713	Documentary II	3	x					x					x	x
Group 3 Critical Theory & Practices														
SM1012B	Writing and Creativity (Chinese)	3	x					x	x		x		x	x
SM2007	Culture, Society and New Technologies	3		x				x	x				x	x
SM2263	Hackivism and Tactical Media	3	x	x				x					x	x
SM2264	User Research	3	x			x			x	x			x	x
SM3138	Creative City and Urban Critique	3	x	x			x	x	x	x	x	x	x	
SM3711	Art Administration and Cultural Management	3	x				x	x					x	
SM3715	Special Topics in Art, Society & Culture	3	x	x			x	x	x	x	x	x	x	
SM3720	Special Topics in Intermedia Art Practices	3	x	x			x	x	x	x	x	x	x	x
SM3729	Relational Aesthetics and Participatory Media	3	x				x	x				x	x	
SM3742	Micro- Narratives	3	x	x				x				x	x	x
SM4134	Visual Ethnography and Creative Intervention	3	x	x			x	x	x	x	x	x	x	x
SM4709	Internship & Practicum	3	x					x						x
SM4711	Industry Internship	3	x					x						x
Group 4 Game & Playable Media														

Course			MILOs (please tick where appropriate)									DEC (please tick where appropriate)		
Code	Title	Credit	M1	M2	M3	M4	M5	M6	M7	M8	M9	A1	A2	A3
SM2259	Game and Play Studies	3	x	x				x				x	x	
SM2260	Interactive Narrative	3	x							x			x	x
SM2603	2D Game Production	3	x	x				x					x	x
SM3120	Game Level Design	3	x	x				x					x	x
SM3601	Game Prototyping and Design	3	x					x					x	x
SM3608	3D Game Production	3	x					x					x	x
SM3609	Production Process for Animation, Games and Installation	3	x					x					x	x
SM3714	Special Topics in Art of Game & Play	3	x	x			x	x	x	x	x	x	x	
SM4704	Art Game Workshop	3	x				x	x					x	x
SM4709	Internship & Practicum	3	x					x						x
SM4711	Industry Internship	3	x					x						x
Group 5 New Media														
SM2220	Generative Art	3	x	x	x	x		x		x		x	x	x
SM2256	Kinetic and Interactive Typography	3	x					x	x				x	x
SM2289	Writing Digital Media	3	x					x					x	x
SM2712	Perception, Cognition, Art, and Design	3		x	x	x		x	x	x		x	x	
SM2718	Object Art Production	3	x		x	x		x		x		x	x	x
SM3123	Image Processing and Augmented Reality	3	x		x	x		x					x	x
SM3160	New Media Art Theory and History	3	x				x	x	x			x	x	x
SM3511	Interface Design	3	x					x					x	x
SM3603	3D Natural Interaction	3	x				x	x					x	x
SM3607	Mobile Media	3	x					x					x	x
SM3610	Hardware Hacking	3	x	x	x	x				x			x	x
SM3611	New Media for Installation, Events and Performance	3	x	x		x				x		x	x	x
SM3612	Augmented Reality I: Experience Design & Previsualization	3	x	x		x	x	x	x	x		x	x	x
SM3613	Augmented Reality II: Creating Applications on Head-Worn Displays	3	x	x		x	x	x	x	x		x	x	x
SM3703	Media Art and the Environment	3	x	x	x	x	x		x	x		x	x	x
SM3704	Future Cinema	3	x				x	x		x		x	x	
SM3709	Theatre Space and Multimedia Performance	3	x					x					x	x
SM3713	Special Topics in Art & Sciences	3		x		x	x		x	x	x	x	x	
SM3724	Special Topics in Theory, History & Philosophy of Media Art	3	x	x			x	x	x	x	x	x	x	x

Course			MILOs (please tick where appropriate)									DEC (please tick where appropriate)		
Code	Title	Credit	M1	M2	M3	M4	M5	M6	M7	M8	M9	A1	A2	A3
SM3726	Sustainable Art & Design	3	x	x	x	x	x						x	x
SM3727	Wearables	3	x	x				x					x	x
SM3732	Site and Space: Installation Workshop	3	x		x	x		x		x		x	x	x
SM3733	Special Topics in Creative Media	3	x	x			x	x	x	x	x	x	x	
SM3743	Law and Creativity	3	x	x			x			x		x	x	
SM4159	New Media Art in the Technological Lifeworld	3	x					x	x				x	
SM4706	Special Topics in Computational Art	3	x	x	x	x				x		x	x	x
SM4709	Internship & Practicum	3	x					x						x
SM4711	Industry Internship	3	x					x						x
Group 6 Sound														
SM2276	Music Studio Production	3	x					x					x	x
SM2287	Special Topics in Sonic and Audio Arts	3	x	x		x	x	x	x	x		x	x	x
SM3130	Sound Installation and Sound Spatialization	3	x					x				x	x	x
SM3150	Location Sound Recording	3	x					x	x				x	x
SM3153	Sound Design for Cinema	3	x					x	x				x	x
SM3722	Live Sound Production	3	x					x					x	x
SM4143	Sonic Arts & the History of Sounds and Noises	3	x	x			x	x	x			x	x	x
SM4709	Internship & Practicum	3	x					x						x
SM4711	Industry Internship	3	x					x						x
Major Elective Courses offered by other Academic Units														
Group 5 New Media														
CA4181	Digital Media in Architecture	3		x	x	x				x			x	x
JC2002 (Joint course offered by MSE, CHEM, MA & SCM)	Artists in the Labs	3		x	x	x				x		x	x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

Course			MILOs <i>(please tick where appropriate)</i>									DEC <i>(please tick where appropriate)</i>		
Code	Title	Credit	M1	M2	M3	M4	M5	M6	M7	M8	M9	A1	A2	A3

A3: *Accomplishments*

Demonstrate accomplishments of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.